Water Supply Programme, National Rural Health Mission, Indira Awas Yojana (IAY), Sarva Shiksha Abhiyan and Mid Day Meal (MDM) Scheme; and secondly by targeted employment generation schemes like Swarna Jayanti Gram Swarozgar Yojana (SGSY), Sampoorna Grameen Rozgar Yojana (SGRY), and the National Rural Employment Guarantee Scheme (NREGS).

Spurt in advertisement industry

†1098. SHRI RAM JETHMALANI:
SHRI SHIVANAND TIWARI:

Will the PRIME MINISTER be please to state:

(a) whether it is a fact that the business of advertising industry has been growing since last few years;

(b) if so, the rate of growth during the years 2006, 2007 and 2008; and

(c) the growth rate of advertising industry and electronic media separately?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) to (c) Yes, Sir. As per the report of Federation of Indian Chambers of Commerce and Industry (FICCI) — KPMG Media and Entertainment Industry Report for the year 2009, Indian Advertising Industry has recorded 17.1% of Compounded Annual Growth Rate (CAGR), during the period 2006-2008. The details of the CAGR, recorded in the FICCI-KPMG Report, for the period 2006-2008, in respect of the electronic and print media advertisements are as below:—

Print	:	16.0%
Television	:	16.7%
Radio	:	19.7%
Internet Advertising	:	45.2%
Outdoor	:	17.3%

AIR

1099. SHRI SABIR ALI: Will the PRIME MINISTER be pleased to state:

(a) the details of services being provided by the External Services Division of All India Radio;

(b) the details of personnel required and deployed for each service, respectively;

(c) the details of shortage in each service; and

(d) by when the shortage would be met?

THE MINISTER OF STATE IN THE MINISTER OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) to (c) Prasar Bharati have informed that External Services Division

†Original notice of the question was received in Hindi.